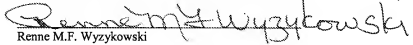


PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

*I hereby certify that this correspondence is being electronically filed with the United States Patent and Trademark Office on June 13, 2008 at or before 11:59 p.m. Pacific Time under the Rules of 37 CFR § 1.8.*

  
Renne M.F. Wyzykowski

Appl No.	: 09/944,348	Confirmation No. 9772
Applicant	: Thomas P. Ivanyi	
Filed	: August 31, 2001	
Title	: SYSTEM AND METHOD FOR MEASURING AND STORING INFORMATION PERTAINING TO TELEVISION VIEWER OR USER BEHAVIOR	
TC/A.U.	: 2623	
Examiner	: John R. Schnurr	
Docket No.	: 57547/A719	
Customer No.	: 23363	

AMENDMENT FOR AN RCE

**Mail Stop RCE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Post Office Box 7068  
Pasadena, CA 91109-7068  
June 13, 2008

Commissioner:

In response to the Office action of May 17, 2007, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 4 of this paper.